

# Annex B



## 2019 NATIONAL SCORE

74.3

### HOW WELL DID COMPANIES SATISFY THEIR CUSTOMERS?

#### 76.9 Food & Beverage

- 78.3 Restaurants\***
  - 82.3 Sakae Sushi\*
  - 82.0 Tung Lok Signatures\*
  - 79.5 Crystal Jade la Mian Xiao Long Bao
  - 78.5 Sushi Tei
  - 78.4 Seoul Garden
  - 78.3 Swensen's
  - 78.1 Ajisen Ramen
  - 77.9 Jack's Place
  - 77.2 Astons
  - 77.0 Crystal Jade Kitchen
  - 77.0 Nando's
  - 76.7 Thai Express
  - 76.7 Manhattan Fish Market
  - 76.6 Soup Restaurant
  - 76.6 Pizza Hut
  - 76.4 Din Tai Fung
  - 76.0 Boon Tong Kee
  - 75.7 Dian Xiao Er
  - 75.1 Fish & Co
  - 80.2 Other restaurants
- 75.9 Snack Bars & Food Kiosks**
  - 74.7 Old Chang Kee
  - 73.7 Jollibean
  - 76.3 Other snack bars & food kiosks
- 74.8 Cafes & Coffee Houses**
  - 76.4 Starbucks
  - 73.1 Toast Box
  - 72.7 Ya Kun
  - 75.1 Other cafes & coffee houses

- 74.6 Fast Food Restaurants**
  - 76.2 McDonald's
  - 75.0 Burger King
  - 74.1 Mos Burger
  - 73.7 Subway
  - 73.6 KFC
  - 72.3 Other fast food restaurants

#### 76.1 Air Transport

- 79.0 Airport\***
  - 79.0 Changi Airport
- 75.3 Full Service Airlines**
  - 78.8 Singapore Airlines\*
  - 77.3 Garuda Indonesia\*
  - 76.4 Emirates
  - 75.3 Cathay Pacific
  - 74.8 Qantas
  - 74.0 SilkAir
  - 72.6 Other full service airlines
- 72.4 Budget Airlines**
  - 73.2 AirAsia
  - 73.1 Jetstar Asia
  - 72.3 Scoot
  - 70.3 Lion Air
  - 71.0 Other budget airlines

#### 75.8 Tourism

- 75.9 Hotels**
  - Luxury & Upscale Hotels
    - 77.5 Marina Bay Sands
    - 77.1 The Ritz-Carlton
    - 76.8 Grand Hyatt
    - 76.7 Shangri-La
    - 75.5 Pan Pacific Singapore
    - 74.9 Hotel Michael
    - 74.0 Marina Mandarin
    - 73.7 Mandarin Orchard
  - Economy Hotels
    - 71.7 Fragrance Hotel
    - 71.3 Hotel 81
  - 76.5 Other hotels
- 75.1 Attractions**
  - 76.5 Sentosa
  - 75.7 Singapore Zoo
  - 75.4 Gardens By The Bay
  - 74.9 S.E.A. Aquarium
  - 74.9 Jurong Bird Park
  - 74.8 Singapore Flyer
  - 74.7 River Safari
  - 74.5 Universal Studios
  - 73.9 Night Safari
  - 73.7 Adventure Cove
  - 72.0 Singapore Discovery Centre
  - 73.2 Other attractions

#### 74.6 Finance & Insurance

- 75.3 Banks\***
  - 75.7 Citibank
  - 75.6 DBS
  - 75.1 OCBC
  - 74.3 UOB
  - 74.2 HSBC
  - 74.0 Maybank
  - 73.6 Standard Chartered
  - 72.5 Other banks
- 74.0 Life Insurance**
  - 76.2 Great Eastern\*
  - 74.4 AIA
  - 74.1 NTUC Income
  - 73.9 Prudential
  - 71.7 Aviva
  - 71.5 Other life insurers
- 73.2 Motor & Other Personal Insurance**
  - 74.6 AIG
  - 74.0 AXA
  - 74.0 NTUC Income
  - 72.3 Other motor & personal insurers
- 73.0 Health and Medical Insurance**
  - 74.5 Prudential
  - 73.3 Great Eastern
  - 73.2 AIA
  - 72.4 NTUC Income
  - 72.2 Other health & medical insurers
- 72.7 Credit Cards**
  - 73.5 Citibank
  - 73.4 DBS
  - 73.2 American Express
  - 72.9 Maybank
  - 72.8 HSBC
  - 72.7 UOB
  - 72.1 OCBC
  - 71.4 Other credit cards



## 2019 NATIONAL SCORE

74.3

### HOW WELL DID COMPANIES SATISFY THEIR CUSTOMERS?

#### 73.4 Retail

##### 73.6 Supermarkets

- 74.2 NTUC Fairprice
- 73.7 Sheng Siong
- 73.5 Cold Storage
- 72.9 Giant
- 71.9 Other supermarkets

##### 73.4 Fashion Apparels

- 74.1 Giordano
- 74.0 Zara
- 73.7 G2000
- 73.4 H&M
- 73.4 Esprit
- 72.6 Cotton On
- 72.3 Hang Ten
- 72.1 Adidas
- 72.0 Bossini
- 71.5 Uniqlo
- 74.1 Other fashion apparels

##### 73.0 e-Commerce

- 74.7 Zalora
- 74.2 Fave
- 73.8 Ebay
- 73.3 Qoo10
- 73.1 Taobao/Tmall
- 72.6 Carousell
- 72.0 Amazon
- 71.1 Other e-Commerce

##### 73.0 Department Stores

- 74.5 DFS
- 73.9 Metro
- 73.9 Robinsons
- 73.4 Takashimaya
- 73.3 Tangs
- 73.1 BHG
- 72.7 Isetan
- 70.9 OG
- 71.6 Other department stores

#### 72.7 Healthcare

##### 75.2 Private Hospitals\*

- 75.7 Mount Elizabeth Orchard
- 75.6 Gleneagles
- 75.5 Raffles Hospital
- 75.4 Parkway East
- 75.4 Mount Alvernia
- 74.8 Mount Elizabeth Novena
- 74.2 Thomson Medical

##### 72.3 Polyclinics

- 72.6 National Healthcare Group
- 72.3 SingHealth
- 71.7 National University

##### 71.7 Restructured Hospitals

- 73.1 KK Women's & Children's
- 72.5 Changi General
  - 71.9 Sengkang General
- 71.8 National University
- 71.7 Ng Teng Fong
- 71.7 Khoo Teck Puat
- 71.6 Tan Tock Seng
- 69.9 Singapore General

#### 72.1 Info-Communications

##### 73.2 Wireless@SG

- 72.7 Mobile Telecom
- 75.2 Singtel\*
- 71.9 StarHub
- 69.7 M1

##### 70.6 Broadband

- 70.9 StarHub
- 70.9 M1
- 70.2 Singtel

##### 70.2 PayTV

- 70.7 StarHub
- 69.7 Singtel

#### 68.0 Land Transport

##### 73.3 Taxi Services\*

- 75.6 Transcab\*
- 74.3 Premier
- 72.9 ComfortDelGro
- 72.9 SMRT
- 71.0 Prime

##### 68.3 Transport Booking Apps

- 69.1 ComfortDelGro
  - 68.2 Gojek
- 68.1 Grab

##### 66.7 Public Buses

- 68.2 SMRT
- 67.0 SBS Transit
- 64.3 Other bus operators

##### 64.9 Mass Rapid Transit System

- 65.0 SMRT
- 64.7 SBS Transit

This scorecard summarises the results of the CSiSG 2019 satisfaction scores at the national, sector, sub-sector and company levels.

CSiSG scores are generated based on the econometric modelling of survey data collected from end-users after the consumption of products and services. Company scores (in black) are weighted based on a separate incidence study. This incidence study helps determine each company's sample profile and the local-tourist weights. Sub-sector scores (in blue) are derived as a weighted average of company scores, in proportion to the local and tourist incidence interactions with the constituent companies. Sector scores (in gold) are derived by aggregating the sub-sector scores proportionately to each sub-sector's revenue contributions.

Finally, the national index of 74.3 represents a weighted average, by each sector's contribution to GDP, of the 8 sector scores.

All scores displayed are accurate to one-decimal place. Entities are presented in decreasing levels of satisfaction.

\* Companies indicated with an asterisk(\*) are companies that have performed significantly above their sub-sector average.

\* Sub-sectors indicated with an asterisk(\*) are sub-sectors that have performed significantly above their sector average.

The sparklines indicate the satisfaction score of their respective sectors, sub-sectors and companies over the past few years.

statistically significant increase in customer satisfaction from 2018 to 2019

statistically significant decrease in customer satisfaction from 2018 to 2019

no significant year-on-year change in customer satisfaction score

CSISG Quarter 1

2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2018-2019 Year-on-Year Change / % Change	SECTOR / Sub-sector / Company Measured
68.2	70.6	69.1	72.2	69.6	70.0	71.7	72.1	72.6	73.4	+0.83 (+1.1%)	RETAIL (Sector)
70.0	70.8	70.3	75.2	68.4	68.6	70.2	71.2	71.8	73.0	+1.17 (+1.6%)	Department Stores (Sub-sector)
76.7	72.5	74.1	79.8	71.4	71.7	73.2	73.6	74.2	74.5	+0.32 (+0.4%)	DFS
68.1	70.4	68.6	75.1	68.0	67.0	69.1	71.7	72.6	73.9	+1.29 (+1.8%)	Metro
67.0	72.0	69.7	75.0	69.4	69.4	71.2	72.1	72.3	73.9	+1.58 (+2.2%)	Robinsons
70.0	71.6	71.9	75.2	69.5	70.9	71.7	72.1	73.0	73.4	+0.40 (+0.5%)	Takashimaya
70.2	71.8	71.9	75.8	67.9	67.3	68.6	70.1	71.3	73.3	+2.07 (+2.9%)	Tangs
NM	NM	NM	NM	NM	NM	70.8	71.2	71.5	73.1	+1.59 (+2.2%)	BHG
67.0	70.6	68.5	76.2	69.7	70.8	71.0	70.9	72.0	72.7	+0.73 (+1.0%)	Isetan
67.0	66.4	69.3	70.7	66.7	69.4	NM	69.2	69.6	70.9	+1.25 (+1.8%)	OG
64.6	68.3	67.0	73.0	66.0	65.8	67.5	70.3	70.4	71.6	+1.23 (+1.8%)	Other department stores
65.4	67.9	67.9	70.0	71.1	70.6	71.5	72.4	72.9	73.6	+0.72 (+1.0%)	Supermarkets (Sub-sector)
65.4	66.3	68.5	71.4	70.9	70.7	71.7	73.1	73.6	74.2	+0.61 (+0.8%)	NTUC FairPrice
65.8	68.0	67.0	66.8	71.6	69.4	71.9	72.4	73.1	73.7	+0.57 (+0.8%)	Sheng Siong
67.1	69.0	67.9	69.5	71.7	71.6	72.5	72.3	72.7	73.5	+0.85 (+1.2%)	Cold Storage
NM	NM	NM	NM	NM	NM	71.1	71.6	71.9	72.9	+0.93 (+1.3%)	Giant
64.9	68.1	65.5	66.3	69.2	67.3	67.6	70.0	70.7	71.9	+1.19 (+1.7%)	Other supermarkets
66.4	68.5	70.0	71.5	69.2	69.3	71.9	72.5	72.8	73.4	+0.64 (+0.9%)	Fashion Apparels (Sub-sector)
NM	NM	NM	NM	NM	NM	71.5	71.7	71.4	74.1	+2.72 (+3.8%)	Giordano
NM	NM	NM	NM	NM	NM	69.6	75.5	76.0	74.0	-1.98 (-2.6%)	Zara
NM	NM	NM	NM	NM	NM	73.1	72.9	73.6	73.7	+0.14 (+0.2%)	G2000
NM	NM	NM	NM	NM	NM	72.5	71.1	74.2	73.4	-0.74 (-1.0%)	H&M
NM	NM	NM	NM	NM	NM	NM	72.1	73.6	73.4	-0.28 (-0.4%)	Esprit
NM	NM	NM	NM	NM	NM	69.9	71.9	70.1	72.6	+2.50 (+3.6%)	Cotton On
NM	NM	NM	NM	NM	NM	74.0	71.2	71.2	72.3	+1.04 (+1.5%)	Hang Ten
NM	NM	NM	NM	NM	NM	NM	73.6	75.4	72.1	-3.27 (-4.3%)	Adidas
NM	NM	NM	NM	NM	NM	74.8	73.2	71.7	72.0	+0.32 (+0.4%)	Bossini
NM	NM	NM	NM	NM	NM	74.5	72.4	74.9	71.5	-3.33 (-4.5%)	Uniqlo
NM	NM	NM	NM	NM	NM	71.4	72.7	72.0	74.1	+2.12 (+2.9%)	Other fashion apparels stores
NM	NM	NM	NM	NM	NM	71.1	71.4	72.0	73.0	+1.07 (+1.5%)	e-Commerce (Sub-sector)
NM	NM	NM	NM	NM	NM	73.2	73.7	74.2	74.7	+0.52 (+0.7%)	Zalora
NM	NM	NM	NM	NM	NM	72.0	73.1	73.7	74.2	+0.52 (+0.7%)	Fave
NM	NM	NM	NM	NM	NM	71.6	72.6	73.4	73.8	+0.43 (+0.6%)	Ebay
NM	NM	NM	NM	NM	NM	70.3	71.5	72.1	73.3	+1.20 (+1.7%)	Qoo10
NM	NM	NM	NM	NM	NM	72.0	71.7	72.1	73.1	+0.95 (+1.3%)	Taobao/Tmall
NM	NM	NM	NM	NM	NM	70.6	71.4	71.4	72.6	+1.22 (+1.7%)	Carousell
NM	NM	NM	NM	NM	NM	69.3	70.0	71.2	72.0	+0.86 (+1.2%)	Amazon
NM	NM	NM	NM	NM	NM	NM	69.2	69.8	71.1	+1.27 (+1.8%)	Other e-Commerce
64.4	64.3	65.9	67.7	66.8	67.4	68.5	69.6	70.4	72.1	+1.69 (+2.4%)	INFO-COMMUNICATIONS (Sector)
64.7	64.5	66.3	67.7	67.2	68.4	69.2	70.2	71.1	72.7	+1.62 (+2.3%)	Mobile Telecom (Sub-sector)
63.5	64.5	65.6	69.3	68.1	69.4	72.0	73.0	74.1	75.2	+1.13 (+1.5%)	Singtel
65.7	64.1	66.6	66.8	67.2	69.0	67.5	69.2	69.4	71.9	+2.48 (+3.6%)	StarHub
65.7	65.3	68.0	64.3	64.4	63.9	65.0	66.6	67.9	69.7	+1.77 (+2.6%)	M1
63.6	62.9	64.2	67.5	65.3	64.9	67.0	68.2	68.9	70.6	+1.76 (+2.6%)	Broadband (Sub-sector)
63.8	63.7	64.4	67.5	65.8	66.9	67.0	68.2	68.9	70.9	+1.99 (+2.9%)	StarHub
65.6	63.7	63.9	64.3	66.2	66.2	67.5	68.2	69.4	70.9	+1.44 (+2.1%)	M1
63.1	62.2	64.0	67.7	65.1	64.1	66.9	68.0	68.7	70.2	+1.57 (+2.3%)	Singtel
NM	NM	NM	NM	66.5	65.1	66.6	67.4	68.1	70.2	+2.15 (+3.2%)	PayTV (Sub-sector)
NM	NM	NM	NM	67.0	66.6	67.7	67.6	68.8	70.7	+1.84 (+2.7%)	StarHub
NM	NM	NM	NM	65.0	64.4	65.8	66.9	67.3	69.7	+2.45 (+3.6%)	Singtel
NM	NM	NM	NM	61.5	59.6	69.6	70.3	71.7	73.2	+1.46 (+2.0%)	Wireless@SG (Sub-sector)

NM Not Measured  
NA Not Applicable

Customer Satisfaction scores are based on a 0 to 100 scale.

Note 1 "Groupon" was renamed to "Fave" in 2018

CSISG Quarter 2

2018-2019

Year-on-Year

Change / % Change

SECTOR / Sub-sector / Company Measured

2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2018-2019 Year-on-Year Change / % Change	SECTOR / Sub-sector / Company Measured
NM	NM	NM	NM	NM	72.8	75.5	74.4	75.4	76.1	+0.66 (+0.9%)	<b>AIR TRANSPORT (Sector)</b>
71.8	73.2	74.6	77.1	73.3	73.2	73.5	74.2	74.5	75.3	+0.80 (+1.1%)	<i>Full Service Airlines (Sub-sector)</i>
79.3	76.6	77.8	79.4	74.9	76.1	76.7	77.5	78.1	78.8	+0.68 (+0.9%)	Singapore Airlines
NM	NM	NM	NM	NM	NM	75.1	76.1	76.4	77.3	+0.91 (+1.2%)	Garuda Indonesia
71.6	74.5	76.5	76.1	73.0	73.3	74.1	75.1	75.6	76.4	+0.81 (+1.1%)	Emirates
71.7	72.9	73.2	76.3	73.3	73.0	73.3	74.2	74.7	75.3	+0.67 (+0.9%)	Cathay Pacific Airways
69.0	72.4	72.9	74.1	71.7	69.4	71.9	73.6	73.9	74.8	+0.89 (+1.2%)	Qantas
68.4	72.3	68.9	76.5	71.4	70.5	71.7	72.8	73.1	74.0	+0.90 (+1.2%)	SilkAir
65.8	69.2	68.2	70.6	69.8	69.3	70.8	71.5	71.6	72.6	+1.00 (+1.4%)	Other full service airlines
59.5	65.7	62.7	67.5	68.3	68.3	69.5	71.2	73.1	72.4	-0.77 (-1.0%)	<i>Budget Airlines (Sub-sector)</i>
NM	NM	61.9	68.3	66.9	68.0	69.9	71.6	72.2	73.2	+0.97 (+1.3%)	AirAsia
NM	NM	62.2	66.9	68.0	67.5	70.3	72.0	72.4	73.1	+0.68 (+0.9%)	Jetstar Asia
NM	NM	NM	NM	NM	NM	68.2	71.8	75.3	72.3	-2.99 (-4.0%)	Scoot
NM	NM	NM	NM	NM	NM	NM	NM	69.9	70.3	+0.36 (+0.5%)	Lion Air
NM	NM	63.7	70.3	71.5	70.3	70.9	70.8	70.5	71.0	+0.51 (+0.7%)	Other budget airlines
73.7	78.6	72.8	85.5	75.4	75.1	81.4	77.1	78.0	79.0	+1.00 (+1.3%)	<i>Airport (Sub-sector)</i>
NM	NM	NM	NM	NM	63.3	66.8	67.8	67.8	68.0	+0.22 (+0.3%)	<b>LAND TRANSPORT (Sector)</b>
64.1	67.8	61.9	64.1	59.7	62.0	66.4	64.8	63.6	64.9	+1.30 (+2.0%)	<i>MRT System (Sub-sector)</i>
63.8	67.6	61.5	63.3	59.6	61.5	66.3	64.6	63.4	65.0	+1.54 (+2.4%)	SMRT Trains
65.5	69.0	63.2	67.3	60.3	63.9	66.5	65.1	63.9	64.7	+0.75 (+1.2%)	SBS Transit Trains
61.1	66.4	61.6	60.6	58.5	60.9	62.7	64.9	65.6	66.7	+1.17 (+1.8%)	<i>Public Buses (Sub-sector)</i>
61.9	66.6	63.9	62.2	60.5	62.2	64.4	66.6	67.3	68.2	+0.88 (+1.3%)	SMRT Buses
58.9	66.3	60.8	60.1	57.7	60.4	61.9	64.0	65.2	67.0	+1.77 (+2.7%)	SBS Transit Buses
NM	NM	NM	NM	NM	NM	NM	NM	63.4	64.3	+0.93 (+1.5%)	Other bus operators
64.4	66.6	64.3	67.3	63.2	65.9	70.0	71.8	72.5	73.3	+0.84 (+1.2%)	<i>Taxi Services (Sub-sector)</i>
65.4	67.8	64.6	69.4	64.3	67.4	71.9	73.4	74.0	75.6	+1.56 (+2.1%)	Transcab
65.4	65.3	62.7	72.0	65.1	66.9	72.2	73.3	73.8	74.3	+0.47 (+0.6%)	Premier
64.2	66.6	64.4	65.5	62.9	65.6	69.3	71.4	72.3	72.9	+0.63 (+0.9%)	ComfortDelGro Taxis
63.8	66.6	63.6	70.5	63.5	66.2	70.1	71.8	72.1	72.9	+0.80 (+1.1%)	SMRT Taxis
NM	NM	NM	NM	59.5	62.3	68.5	69.3	70.0	71.0	+0.99 (+1.4%)	Prime
NM	NM	NM	NM	NM	NM	68.8	69.3	68.0	68.3	+0.37 (+0.5%)	<i>Transport Booking Apps (Sub-sector)</i>
NM	NM	NM	NM	NM	NM	68.0	68.3	68.8	69.1	+0.29 (+0.4%)	ComfortDelGro
NM	NM	NM	NM	NM	NM	NM	NM	NM	68.2	NA NA	Gojek
NM	NM	NM	NM	NM	NM	69.0	69.5	67.5	68.1	+0.59 (+0.9%)	Grab

Not Measured  
Not Applicable

Customer Satisfaction scores are based on a 0 to 100 scale.

**Note** 2015 was the first year of measure for the Air Transport and Land Transport sectors. Previously, they were measured as one sector (i.e., the Transport & Logistics sector).

CSISG Quarter 3

2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2018-2019 Year-on-Year Change / % Change	SECTOR / Sub-sector / Company Measured
65.1	67.5	67.7	70.3	65.8	67.1	70.1	71.7	74.2	76.9	+2.69 (+3.6%)	FOOD & BEVERAGE (Sector)
Note 1	Note 1	Note 1	Note 1	Note 1	Note 1	69.8	71.5	74.4	78.3	+3.87 (+5.2%)	Restaurants (Sub-sector)
NM	NM	NM	NM	NM	NM	69.8	71.2	74.5	82.3	+7.75 (+10.4%)	Sakae Sushi
NM	NM	NM	NM	NM	NM	71.1	72.0	76.9	82.0	+5.10 (+6.6%)	TungLok Signatures
NM	NM	NM	NM	NM	NM	69.7	70.6	73.6	79.5	+5.88 (+8.0%)	Crystal Jade La Mian Xiao Long Bao
NM	NM	NM	NM	NM	Note 1	71.2	72.7	73.8	78.5	+4.62 (+6.3%)	Sushi Tei
NM	NM	NM	NM	NM	NM	69.6	71.4	73.8	78.4	+4.61 (+6.3%)	Seoul Garden
NM	NM	NM	NM	NM	NM	70.2	72.0	74.5	78.3	+3.86 (+5.2%)	Swensen's
NM	NM	NM	NM	NM	NM	70.0	72.3	74.1	78.1	+4.01 (+5.4%)	Ajisen Ramen
NM	NM	NM	NM	NM	NM	70.1	72.6	74.2	77.9	+3.74 (+5.0%)	Jack's Place
NM	NM	NM	NM	NM	NM	70.1	73.4	74.2	77.2	+2.96 (+4.0%)	Astons
NM	NM	NM	NM	NM	NM	70.9	72.6	75.2	77.0	+1.76 (+2.3%)	Crystal Jade Kitchen
NM	NM	NM	NM	NM	NM	70.0	72.3	72.7	77.0	+4.30 (+5.9%)	Nando's
NM	NM	NM	NM	NM	NM	70.4	73.5	74.6	76.7	+2.11 (+2.8%)	Thai Express
NM	NM	NM	NM	NM	NM	70.1	70.6	74.0	76.7	+2.66 (+3.6%)	Manhattan Fish Market
NM	NM	NM	NM	NM	NM	NM	NM	74.9	76.6	+1.70 (+2.3%)	Soup Restaurant
NM	NM	NM	NM	NM	NM	70.6	71.1	72.0	76.6	+4.56 (+6.3%)	Pizza Hut
NM	NM	NM	NM	NM	NM	71.3	73.0	74.5	76.4	+1.90 (+2.5%)	Din Tai Fung
NM	NM	NM	NM	NM	NM	71.4	73.5	74.6	76.0	+1.32 (+1.8%)	Boon Tong Kee
NM	NM	NM	NM	NM	NM	70.8	69.9	73.0	75.7	+2.69 (+3.7%)	Dian Xiao Er
NM	NM	NM	NM	NM	NM	71.7	71.1	74.7	75.1	+0.47 (+0.6%)	Fish & Co
Note 1	Note 1	Note 1	Note 1	Note 1	Note 1	68.0	70.9	75.2	80.2	+4.99 (+6.6%)	Other restaurants
62.4	67.6	68.2	67.9	69.0	69.4	70.7	71.7	73.6	74.6	+0.94 (+1.3%)	Fast Food Restaurants (Sub-sector)
63.4	65.9	68.9	67.6	71.6	72.2	72.3	72.7	74.9	76.2	+1.29 (+1.7%)	McDonald's
62.0	70.3	67.5	68.9	69.6	67.6	71.0	72.9	74.2	75.0	+0.78 (+1.0%)	Burger King
NM	NM	NM	NM	NM	NM	69.5	71.6	71.9	74.1	+2.18 (+3.0%)	Mos Burger
NM	NM	NM	NM	NM	NM	68.8	70.7	71.9	73.7	+1.85 (+2.6%)	Subway
61.1	68.2	68.2	66.8	67.9	67.5	70.4	70.4	72.7	73.6	+0.95 (+1.3%)	KFC
61.1	70.4	66.1	69.6	62.6	64.3	67.9	70.3	72.1	72.3	+0.23 (+0.3%)	Other fast food restaurants
NM	NM	NM	NM	NM	NM	NM	71.9	73.9	74.8	+0.94 (+1.3%)	Cafes & Coffee Houses (Sub-sector)
64.3	68.0	68.8	73.4	69.1	70.1	72.7	73.2	75.6	76.4	+0.83 (+1.1%)	Starbucks
NM	NM	NM	NM	NM	NM	69.6	70.3	71.4	73.1	+1.72 (+2.4%)	Toast Box
NM	NM	NM	NM	NM	NM	70.1	70.2	72.3	72.7	+0.39 (+0.5%)	Ya Kun
NM	NM	NM	NM	NM	NM	NM	72.2	74.2	75.1	+0.94 (+1.3%)	Other cafes & coffee houses
NM	NM	NM	NM	NM	NM	NM	73.6	75.3	75.9	+0.64 (+0.9%)	Snack Bars & Food Kiosks (Sub-sector)
NM	NM	NM	NM	NM	NM	NM	72.6	74.5	74.7	+0.20 (+0.3%)	Old Chang Kee
NM	NM	NM	NM	NM	NM	NM	71.0	71.7	73.7	+1.95 (+2.7%)	Jollibean
NM	NM	NM	NM	NM	NM	NM	74.2	75.8	76.3	+0.50 (+0.7%)	Other snack bars & food kiosks
69.3	73.5	70.0	74.5	69.1	69.4	71.1	74.2	75.1	75.8	+0.71 (+0.9%)	TOURISM (Sector)
70.3	75.3	72.6	79.8	72.6	70.3	72.8	73.3	74.1	75.1	+1.03 (+1.4%)	Attractions (Sub-sector)
70.3	74.5	73.1	78.1	71.6	71.6	74.3	74.9	75.6	76.5	+0.94 (+1.3%)	Sentosa
NM	76.6	70.8	78.7	70.8	71.6	73.3	74.5	74.7	75.7	+1.00 (+1.3%)	Singapore Zoo
NM	NM	NM	NM	NM	NM	72.1	73.2	74.4	75.4	+1.02 (+1.4%)	Gardens By The Bay
NM	NM	NM	NM	NM	NM	72.1	72.8	73.4	74.9	+1.30 (+1.8%)	S.E.A. Aquarium
NM	72.6	70.1	76.2	70.1	70.7	72.6	73.9	74.2	74.9	+0.78 (+1.0%)	Jurong Bird Park
NM	NM	NM	NM	NM	NM	NM	73.2	73.9	74.8	+0.92 (+1.2%)	Singapore Flyer
NM	NM	NM	NM	NM	71.4	72.3	72.8	73.9	74.7	+0.88 (+1.2%)	River Safari
NM	75.7	74.9	81.6	73.2	71.0	73.1	71.9	73.1	74.5	+1.39 (+1.9%)	Universal Studios
NM	73.2	71.7	76.1	70.7	70.7	72.2	71.1	72.8	73.9	+1.12 (+1.5%)	Night Safari
NM	NM	NM	NM	NM	69.9	71.1	71.8	72.8	73.7	+0.93 (+1.3%)	Adventure Cove
NM	NM	NM	NM	NM	NM	70.1	70.4	70.9	72.0	+1.14 (+1.6%)	Singapore Discovery Centre
70.8	75.8	71.5	79.3	69.1	68.7	70.5	71.2	72.0	73.2	+1.21 (+1.7%)	Other attractions
Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	72.5	74.4	75.3	75.9	+0.64 (+0.9%)	Hotels (Sub-sector)
NM	NM	Note 2	Note 2	Note 2	Note 2	77.2	74.6	75.5	77.5	+2.03 (+2.7%)	Marina Bay Sands
Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	74.9	75.1	75.7	77.1	+1.39 (+1.8%)	The Ritz-Carlton
Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	73.0	74.2	74.9	76.8	+1.88 (+2.5%)	Grand Hyatt
Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	75.6	72.8	74.4	76.7	+2.32 (+3.1%)	Shangri-La
NM	NM	NM	NM	NM	NM	73.9	73.5	74.7	75.5	+0.77 (+1.0%)	Pan Pacific Singapore
NM	NM	NM	NM	NM	NM	NM	73.7	74.0	74.9	+0.88 (+1.2%)	Hotel Michael
NM	NM	NM	NM	NM	NM	73.9	72.1	73.2	74.0	+0.78 (+1.1%)	Marina Mandarin
Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	73.3	72.2	73.1	73.7	+0.60 (+0.8%)	Mandarin Orchard
NM	NM	NM	NM	NM	NM	66.8	70.6	71.3	71.7	+0.35 (+0.5%)	Fragrance Hotel
NM	NM	NM	NM	NM	NM	67.8	69.5	70.6	71.3	+0.70 (+1.0%)	Hotel 81
Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	72.5	74.9	75.8	76.5	+0.70 (+0.9%)	Other hotels

Not Measured  
Not Applicable

Customer Satisfaction scores are based on a 0 to 100 scale.

**Note 1** Restaurants were previously measured at holding-level. Since 2016, brand-level entities were measured instead.

**Note 2** Hotels previously surveyed both locals and tourists. Since 2016, only tourists were surveyed.

**Note 3** Cafes & Coffee Houses and Snack Bars & Food Kiosks were previously measured as 1 sub-sector. Since 2017, they were measured separately.

CSISG Quarter 4

2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2018-2019 Year-on-Year Change / % Change	SECTOR / Sub-sector / Company Measured
66.6	68.5	71.7	69.1	72.4	70.9	72.4	73.4	73.9	74.6	+0.71 (+1.0%)	FINANCE & INSURANCE (Sector)
66.7	69.1	71.8	69.4	72.2	71.1	72.9	74.1	74.6	75.3	+0.70 (+0.9%)	<i>Banks (Sub-sector)</i>
68.2	68.3	74.5	70.2	75.7	70.6	72.5	73.9	75.3	75.7	+0.34 (+0.5%)	Citibank
65.1	71.1	69.1	71.9	75.8	71.6	73.1	74.5	75.1	75.6	+0.56 (+0.7%)	DBS
65.3	68.5	69.0	71.3	71.8	71.6	72.9	73.8	74.5	75.1	+0.63 (+0.9%)	OCBC
67.1	68.4	71.2	71.4	71.6	70.8	71.7	72.4	72.6	74.3	+1.63 (+2.2%)	UOB
67.1	67.9	74.0	69.7	69.5	69.7	71.3	72.8	73.8	74.2	+0.45 (+0.6%)	HSBC
67.3	67.4	70.8	69.0	68.2	71.9	72.5	73.6	73.5	74.0	+0.43 (+0.6%)	Maybank
68.2	65.7	73.5	70.1	71.2	71.3	71.9	73.1	73.2	73.6	+0.37 (+0.5%)	Standard Chartered
68.0	66.9	72.1	68.8	67.0	70.1	70.8	72.0	71.3	72.5	+1.16 (+1.6%)	Other banks
NM	NM	NM	NM	NM	NM	70.7	71.9	72.0	72.7	+0.70 (+1.0%)	<i>Credit Cards (Sub-sector)</i>
NM	NM	NM	NM	NM	NM	72.1	72.4	73.1	73.5	+0.38 (+0.5%)	Citibank
NM	NM	NM	NM	NM	NM	70.9	72.3	72.7	73.4	+0.69 (+0.9%)	DBS
NM	NM	NM	NM	NM	NM	72.1	72.8	72.9	73.2	+0.30 (+0.4%)	American Express
NM	NM	NM	NM	NM	NM	70.7	72.0	72.3	72.9	+0.57 (+0.8%)	Maybank
NM	NM	NM	NM	NM	NM	70.4	71.4	71.6	72.8	+1.16 (+1.6%)	HSBC
NM	NM	NM	NM	NM	NM	70.7	72.0	72.1	72.7	+0.64 (+0.9%)	UOB
NM	NM	NM	NM	NM	NM	70.0	71.5	71.4	72.1	+0.67 (+0.9%)	OCBC
NM	NM	NM	NM	NM	NM	69.0	70.6	70.1	71.4	+1.28 (+1.8%)	Other credit cards
66.2	66.7	70.6	66.1	73.6	70.6	71.6	72.5	73.1	74.0	+0.91 (+1.2%)	<i>Life Insurance (Sub-sector)</i>
64.9	66.7	72.8	69.5	75.2	72.1	73.2	74.4	75.0	76.2	+1.13 (+1.5%)	Great Eastern
66.2	66.2	70.7	69.8	75.2	71.5	72.8	73.1	73.8	74.4	+0.64 (+0.9%)	AIA
65.0	67.4	70.0	64.8	73.3	70.5	71.3	72.4	73.3	74.1	+0.80 (+1.1%)	NTUC Income
67.0	66.1	70.1	67.5	73.9	69.7	71.1	72.0	72.8	73.9	+1.09 (+1.5%)	Prudential
NM	NM	NM	NM	NM	NM	69.1	70.1	70.8	71.7	+0.96 (+1.4%)	Aviva
67.2	66.6	69.1	61.5	71.5	69.5	70.2	71.1	70.8	71.5	+0.67 (+0.9%)	Other life insurers
67.1	67.3	69.8	70.2	71.5	70.5	71.8	72.4	72.5	73.2	+0.66 (+0.9%)	<i>Motor &amp; Personal Insurance (Sub-sector)</i>
67.4	66.2	71.4	69.5	75.0	71.0	72.2	73.0	73.5	74.6	+1.13 (+1.5%)	AIG
66.9	66.7	69.7	68.6	72.4	71.2	72.6	73.0	73.5	74.0	+0.53 (+0.7%)	AXA
66.7	66.8	70.0	69.3	73.9	71.1	72.3	73.1	73.3	74.0	+0.72 (+1.0%)	NTUC Income
67.1	68.0	69.1	71.3	69.8	70.3	71.2	71.8	71.7	72.3	+0.64 (+0.9%)	Other motor & personal insurers
65.8	67.3	67.8	69.1	72.4	70.2	70.8	71.9	72.3	73.0	+0.77 (+1.1%)	<i>Health &amp; Medical Insurance (Sub-sector)</i>
64.8	67.2	69.5	68.7	73.2	70.0	70.7	72.2	73.0	74.5	+1.50 (+2.1%)	Prudential
65.4	66.8	70.3	67.5	72.0	69.4	70.1	71.1	72.1	73.3	+1.14 (+1.6%)	Great Eastern
NM	NM	NM	71.1	73.4	69.7	70.5	72.2	72.7	73.2	+0.51 (+0.7%)	AIA
66.0	67.3	70.2	68.4	72.6	70.2	71.4	72.1	71.6	72.4	+0.77 (+1.1%)	NTUC Income
67.2	67.9	66.5	69.4	71.8	70.6	71.3	71.7	71.8	72.2	+0.34 (+0.5%)	Other health & medical insurers
68.6	66.6	71.3	69.9	71.0	69.6	71.0	71.8	72.0	72.7	+0.75 (+1.0%)	HEALTHCARE (Sector)
68.7	69.0	72.7	72.2	71.6	72.0	73.2	74.4	74.4	75.2	+0.80 (+1.1%)	<i>Private Hospitals (Sub-sector)</i>
68.6	70.5	72.4	73.0	71.9	72.5	73.1	74.7	74.5	75.7	+1.23 (+1.7%)	Mount Elizabeth Orchard
68.1	67.7	72.5	71.6	70.8	71.5	73.6	74.2	74.3	75.6	+1.30 (+1.7%)	Gleneagles
69.0	68.4	73.7	73.6	72.4	72.2	73.5	74.6	75.1	75.5	+0.39 (+0.5%)	Raffles
69.6	68.4	74.3	69.9	72.1	71.7	74.2	74.2	74.7	75.4	+0.66 (+0.9%)	Parkway East
68.3	70.4	71.1	72.1	70.3	72.6	74.3	75.4	75.0	75.4	+0.37 (+0.5%)	Mount Alvernia
NM	NM	NM	NM	NM	71.0	72.7	73.9	73.9	74.8	+0.91 (+1.2%)	Mount Elizabeth Novena
69.7	66.9	72.8	69.5	71.4	71.7	71.2	73.7	73.7	74.2	+0.53 (+0.7%)	Thomson Medical
62.3	62.1	66.6	65.9	68.9	69.6	70.3	71.0	71.2	72.3	+1.17 (+1.6%)	<i>Polyclinics (Sub-sector)</i>
NA	NA	NA	NA	NA	NA	Note 1	70.4	71.7	72.6	+0.90 (+1.3%)	NHG
NA	NA	NA	NA	NA	NA	Note 1	70.8	70.7	72.3	+1.64 (+2.3%)	SingHealth
NA	NA	NA	NA	NA	NA	Note 1	72.2	71.3	71.7	+0.37 (+0.5%)	NUP
67.0	66.1	70.5	69.0	69.3	68.6	70.0	70.7	70.9	71.7	+0.73 (+1.0%)	<i>Restructured Hospitals (Sub-sector)</i>
67.4	63.9	70.6	69.1	69.2	70.6	71.2	71.8	71.8	73.1	+1.23 (+1.7%)	KK Women's & Children's
64.9	66.0	70.7	68.2	70.0	70.5	70.9	71.5	71.8	72.5	+0.74 (+1.0%)	Changi General
NA	NA	NA	NA	NA	NA	NA	NA	NA	71.9	NA NA	Sengkang General
66.2	68.4	69.4	69.8	69.6	68.4	69.8	71.0	71.0	71.8	+0.78 (+1.1%)	National University
NM	NM	NM	NM	NM	69.0	70.1	70.8	71.2	71.7	+0.51 (+0.7%)	Ng Teng Fong
67.2	65.7	72.9	71.6	68.9	69.7	70.9	71.4	71.4	71.7	+0.34 (+0.5%)	Khoo Teck Puat
67.0	66.6	72.7	69.6	69.7	68.8	69.9	70.7	70.8	71.6	+0.83 (+1.2%)	Tan Tock Seng
68.2	65.1	69.1	67.4	68.9	66.7	67.3	68.6	69.3	69.9	+0.65 (+0.9%)	Singapore General
67.2	69.1	69.9	70.7	71.1	70.2	71.8	72.9	73.5	74.3	+0.86 (+1.2%)	SINGAPORE NATIONAL SCORE

Not Measured  
Not Applicable

Customer Satisfaction scores are based on a 0 to 100 scale.

**Note 1** All existing polyclinics were regrouped into 3 clusters, namely, NHG, NUP, & SingHealth from 2017. Thus, there will be no trending data before 2017.

**Note 2** National University Health System (NUHS) took over the operations of Alexandra Hospital from 1 June 2018. Thus, there will be no year-on-year trending data.